GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

UNSTARRED QUESTION NO:3688
ANSWERED ON:09.08.2016
Market Information via SMS
Mahendran Shri C.

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) whether the Government has any mechanism to inform farmers about current market information via sms;

(b) if so, the details thereof;

(c) whether numerous farmers are using the service; and

(d) if so, the details thereof, State-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

???? ??? ????? ?????? ???????? ??? ????? ?????? (SHRI PARSHOTTAM RUPALA)

(a): Yes Madam.

(b): The Government has devised certain mechanism to inform farmers about market information via SMS from the AGMARKNET Portal. Daily price information is collected from Agricultural Produce Markets (APMCs) on the Agmarknet portal on real-time basis. Efforts are made to disseminate desired information on commodities and mandies to farmers through SMS in their local languages.

Farmers registering on the AGMARKNET portal and m-kisan portal are provided with SMS through m-kisan portal.

Besides this, efforts are made to provide market information via SMS by other public and private agencies who have sought live data access through Advanced Programming Interface (API) route from AGMARKNET portal. Iffco Kisan Sanchar Ltd (IKSL) is providing market information to farmers through voice SMS. Media Lab Asia, is providing Market Information through SMS and interactive way in three states viz. Andhra Pradesh, Telangana and Meghalaya in their local languages. Karnataka State Marketing Board is also providing market information to farmers from their Krishi Maratha Vahini in local languages.

(c): Yes Madam.

(d): So far more than 1194 crore messages have been sent to the stakeholders/registered farmers through m-Kisan Portal. The details of users registered under AGMARKNET, Media Lab Asia, KSAMB & NIC (Karnataka), IFFICO Kisan Sanchar Ltd. is at Annexure.